ORDER

Orders Order / Rev: 105633 06843180 Alt Order #: OBAMA SKED C Product Desc: Estimate: 1617 08/18/12 - 08/31/12 Flight Dates: Primary AE: Amy McCreary Sales Office: Original Date / Rev: 08/17/12 / 08/17/12 **BLPHI** Order Type: **GENERAL** Sales Region: National GMMB, Inc./ Washington D.C. Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1010 Wisconsin Ave. NW EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: **Obama for America** A35+ New Business Thru: Demographic: **Product Codes:** PLC01-Democrat Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	
07/30/12	08/26/12	53	\$37,100.00	\$31,535.00	
08/27/12	08/31/12	44	\$32,975.00	\$28,028.75	

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$37,100.00	\$31,535.00	0.00
September 2012	44	\$32,975.00	\$28,028.75	0.00
Totals	97	\$70,075.00	\$59,563.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	28%	\$70,075.00		
Market	100%	\$250,267.86		

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$65,069.64
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$50,053.57
KTUD	0%	\$0.00
KVVU	17%	\$42,545.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$22,524.11

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
	E 1	KSNV	08/20/12	08/31/12	Today Show Today Show	СМ	658a-9am	МГWГF	:30 5	\$1,400.001	0.00 NM 10	\$14,000.00
		TODAY	SHW		-							
		Star	rt Date E	End Date	Weekdays	Spots/Week	Rate	Rating				

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KSNV

Order / Rev: 105633

Alt Order #: 06843180

Advertiser: Obama for America

All Order #. 06643160

Product Desc: OBAMA SKED C

Flight Dates: 08/18/12 - 08/31/12

1617

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 08/20/12 08/31/12 \$14,000.00 KSNV **Today Show** CM 658a-9am MTWTF--:30 5 \$1,400.001 0.00 NM 10 **Today Show TODAY SHW** Start Date Weekdays **End Date** Spots/Week Rate Rating MTWTF--Week: 08/20/12 08/26/12 \$1,400.00 0.00 5 MTWTF--09/02/12 5 \$1,400.00 0.00 Week: 08/27/12 E 2 KSNV 08/18/12 08/25/12 Saturday Today CM 7a-9am ---S-:30 \$625.001 0.00 NM 2 \$1,250,00 Saturday Today AVG. ALL WKS Start Date **End Date** Weekdays Spots/Week Rating Rate ---S-Week: 08/13/12 08/19/12 \$625.00 0.00 ---S Week: 08/20/12 08/26/12 \$625.00 0.00 E 3 KSNV 08/19/12 08/26/12 Sunday Today CM 7a-8am ----S :30 1 \$625.001 0.00 NM \$1,250.00 Sunday Today SUN TODAY-NBC no pgm 8/5, 8/12 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 ----S \$625.00 0.00 ----S Week: 08/20/12 08/26/12 \$625.00 0.00 E 4 KSNV 08/20/12 08/31/12 M-F Today Show II 3rd HCM 9-10a MTWTF--:30 5 \$500.001 0.00 NM 10 \$5,000,00 M-F Today Show II **TODAY SHW2-NBC** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 08/20/12 08/26/12 5 \$500.00 0.00 MTWTF--Week: 08/27/12 09/02/12 5 \$500.00 0.00 0.00 NM KSNV 08/20/12 08/31/12 M-F Today Show III 4th &M 10am-11am MTWTF--.30 5 \$325.00 1 10 \$3,250.00 Today 4th Hour **TODAY SHW3-NBC** Weekdays **End Date** Rating Spots/Week Start Date Rate MTWTF-Week: 08/20/12 08/26/12 5 \$325.00 0.00 MTWTF--Week: 08/27/12 09/02/12 5 \$325.00 0.00 MTWTF--KSNV 08/20/12 08/31/12 Rachael Ray \$325.001 0.00 NM CM :30 5 10 \$3,250.00 11am-12pm Rachael Ray RACHAEL RAY Start Date Spots/Week **End Date** Weekdays Rating Rate Week: 08/20/12 MTWTF--08/26/12 5 \$325.00 0.00 Week: 08/27/12 09/02/12 MTWTF--5 \$325.00 0.00 KSNV 08/20/12 08/31/12 Noon News CM 12-1230pm MTWTF--:30 5 \$425.001 0.00 NM 10 \$4,250.00 Noon News **NEWS 3 AT NOON** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 08/20/12 08/26/12 5 \$425.00 0.00 MTWTF--Week: 08/27/12 09/02/12 5 \$425.00 0.00 E 8 KSNV 08/20/12 08/24/12 MTWTF--The Agenda 1230pm CM 1230-1p :30 5 \$325.001 0.00 NM 5 \$1,625.00 The Agenda 1230pm **AGENDA** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 08/20/12 08/26/12 5 \$325.00 0.00 E 9 KSNV 08/20/12 08/31/12 Days of our Lives CM 1258p-2pm MTWTF--:30 5 \$425.001 0.00 NM 10 \$4,250.00 Days of our Lives DAYS-OUR LIVES Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/20/12 08/26/12 MTWTF--5 \$425.00 0.00 MTWTF--Week: 08/27/12 09/02/12 \$425.00 0.00 0.00 NM E 10 KSNV 08/20/12 08/31/12 The Doctors CM MTWTF--:30 \$325.001 10 \$3,250.00 2pm-3pm The Doctors **DOCTORS** Weekdays Spots/Week Rating Start Date **End Date** Rate MTWTF--Week: 08/20/12 08/26/12 5 \$325.00 0.00 09/02/12 MTWTF--\$325.00 Week: 08/27/12 0.00 E 11 KSNV 08/20/12 08/31/12 СМ MTWTF--Dr. Phil \$450.001 0.00 NM 3-4p :30 5 10 \$4,500.00 Dr Phil DR. PHIL

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KSNV

Order / Rev: 105633

Advertiser: Obama for America

Alt Order #: 06843180

OBAMA SKED C Product Desc:

Flight Dates: 08/18/12 - 08/31/12

1617 Estimate:

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount E11 KSNV 08/20/12 08/31/12 Dr. Phil СМ 3-4p MTWTF--:30 \$450.001 0.00 NM \$4,500.00 5 10 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 08/20/12 08/26/12 MTWTF--0.00 5 \$450.00 MTWTF--Week: 08/27/12 09/02/12 5 \$450.00 0.00 E 12 KSNV 08/20/12 08/27/12 Mon PR 10-11p СМ 10-11pm M- - - - -:30 1 \$2,300.001 0.00 NM 2 \$4,600.00 Monday Prime 10-11pm AVG. ALL WKS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 M- - - - -\$2,300.00 0.00 M- - - - -Week: 08/27/12 09/02/12 1 \$2,300.00 0.00 E 13 KSNV 08/21/12 08/28/12 Tues PR 8-10p CM 8-10pm - T- - - -:30 1 \$4,000.001 0.00 NM \$8,000.00 Tuesday Prime 8-10pm AVG. ALL WKS Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -Week: 08/20/12 08/26/12 \$4,000.00 0.00 - T- - - -1 \$4,000.00 Week: 08/27/12 09/02/12 0.00 1 \$2,600.001 \$5,200.00 E14 KSNV 08/24/12 08/31/12 Fri PR 9-10p СМ 9-10pm ---F--:30 0.00 NM 2 Friday Prime 9-10pm **GRIMM-NBC** Start Date End Date Weekdays Spots/Week Rating Rate Week: 08/20/12 08/26/12 ---- F--1 \$2,600.00 0.00 ---F--Week: 08/27/12 09/02/12 1 \$2,600.00 0.00 ----F--E 15 KSNV 08/24/12 08/31/12 Fri 10-11p СМ 10-11pm :30 1 \$3,200.001 0.00 NM 2 \$6,400.00 Friday Prime 10-11pm DATELNE FR-NBC Weekdays Start Date Spots/Week **End Date** Rate Rating ---- F--Week: 08/20/12 08/26/12 1 \$3,200.00 0.00 ---F--Week: 08/27/12 09/02/12 1 \$3,200.00 0.00

> Totals \$70,075.00